

ABSTRACT OF THE DISCLOSURE

A pressure-sensitive adhesive tape or sheet is characterized by having a substrate having a pressure-sensitive adhesive layer on at least one side thereof, wherein the whole of the pressure-sensitive adhesive layer is formed of an aqueous dispersion type pressure-sensitive adhesive composition containing, as a base polymer, (A) an acrylic polymer containing a (meth)acrylic acid C₄₋₁₂ alkyl ester as the major monomer component; and in a surface portion of the pressure-sensitive adhesive layer within the range of up to 3 nm inward from the outer face of the pressure-sensitive adhesive layer, (B) an anionic emulsifier containing a sulfur atom is contained in a specific proportion, and (C) a hydrophilic polymer is contained in a specific proportion.